



# Shannon Soper

## SENIOR PRODUCT DESIGNER (UX/UI)

📍 Seattle, WA, USA 📩 shannon.soper@gmail.com

🌐 [shannon-soper.com](http://shannon-soper.com)

linkedin [/shannonsoper/](https://www.linkedin.com/in/shannonsoper/)

instagram [@@discovered\\_ux](https://www.instagram.com/@discovered_ux)

I'm a Sr. Product Designer with 7 years' experience in SaaS (developer tools & AI product tools). First hire at Gatsby and first hire in the Growth Team at Postman. I'm responsible, curious, and kind. I love iterating on designs to ship usability and value improvements.

## EXPERIENCE

### Sr. Product Design Consultant | 2023 - 2024

🔗 BuildBetter.ai

- Helped users interact with AI using prompt templates
- Helped users generate modular content using AI workflows

### Sr. Product Designer | 2021-2023

🔗 Postman

- Created 4% increase in user activation by redesigning onboarding
- Increased paid conversion by 12% by redesigning checkout flow
- Mentored 4 designers until they ran their own usability tests

### Product Designer | 2018 - 2021

🔗 Gatsby

- Designed v1 of Gatsby Desktop, Recipes, and Admin
- Shipped v2 of Gatsby Cloud onboarding → successful usability tests
- Led design of Gatsby Plugin Library. It grew from 51 to 3,000+ plugins
- Led design process of Gatsby Tutorial, Site Showcase and Gatsbyjs.org's homepage → successful usability tests

### Instructional Designer | 2014 - 2016

🔗 Instructure

- Increased 250+ sales people's adoption of a new methodology from 5% to 60% through creating online learning courses

## EDUCATION

### UX Design Certificate | 2017

🔗 Devmountain

### MA in English: Rhetoric | 2012 - 2015

🔗 Brigham Young University

### BA in English Literature | 2005 - 2012

🔗 Brigham Young University

## SKILLS

- Figma
- wireframing
- prototyping
- usability testing
- writing
- public speaking

↗ [Figma file](#)